



# Ontario Cannabis Store

June 2021





## Who We Are

A crown corporation of the Government of Ontario reporting into the Minister of Finance

Sole wholesaler to Ontario's private cannabis retailers

Online retailer of recreational cannabis in Ontario

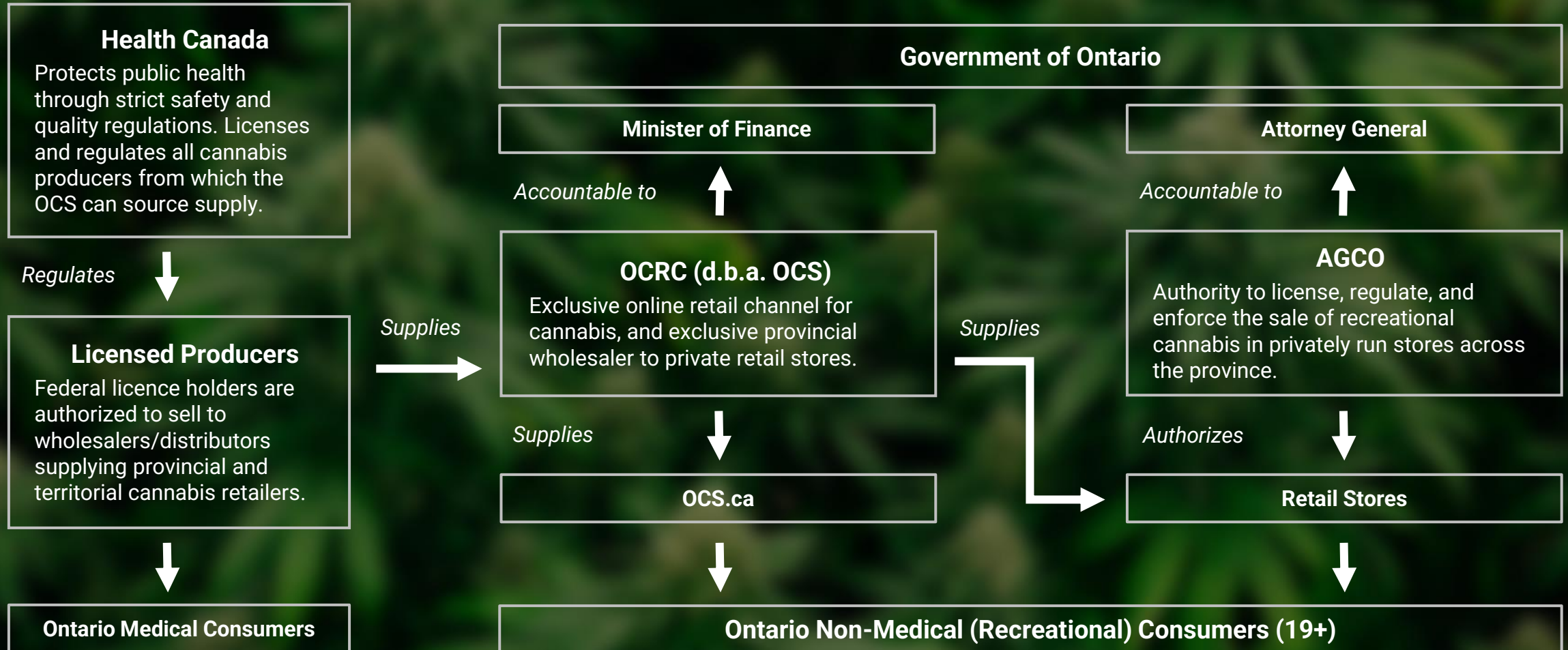
## What We Do

Provide Ontario adults (19 and older) with access to legal, strictly regulated and tested cannabis products

Provide non-biased and evidenced-based socially responsible education to both new and experienced consumers

Reinvest profits back to the people of Ontario

# Multi-level Regulated System



# Why Legal Cannabis?



## Protect public health and safety

Protect youth and restrict their access to cannabis

Reduce the illegal market



# Protect Public Health & Safety



## The Ontario Cannabis Store

Provides cannabis consumers with quality controlled and tested products

Provides consumers with relevant non-biased and evidenced-based education to inform responsible shopping and consumption behaviour

Supports and promotes social responsibility in connection with cannabis



# Protect Public Health & Safety

Cannabis sold on the illegal market does not adhere to strict Health Canada requirements and may contain high levels of pesticides, incorrect THC percentages, and other harmful ingredients

Illegal market edibles (gummies) often look like regular candy — posing a real risk to kids

The OPP continues to report Illegal cannabis is not grown by the average Ontarian in their backyard - but by large sophisticated groups tied to organized crime

## 'Stoner patch' candy, gummies among cannabis-laced items seized by police from Markham convenience store



By [Gabby Rodrigues](#) • Global News

Posted February 23, 2021 1:11 pm • Updated February 23, 2021 1:13 pm



## OPP target grow ops, have seized \$143M in cannabis since July

Police say they've arrested 195 people while taking down several criminal enterprises from July 1 to Oct. 15

Oct 22, 2020 9:24 AM By: OrilliaMatters Staff

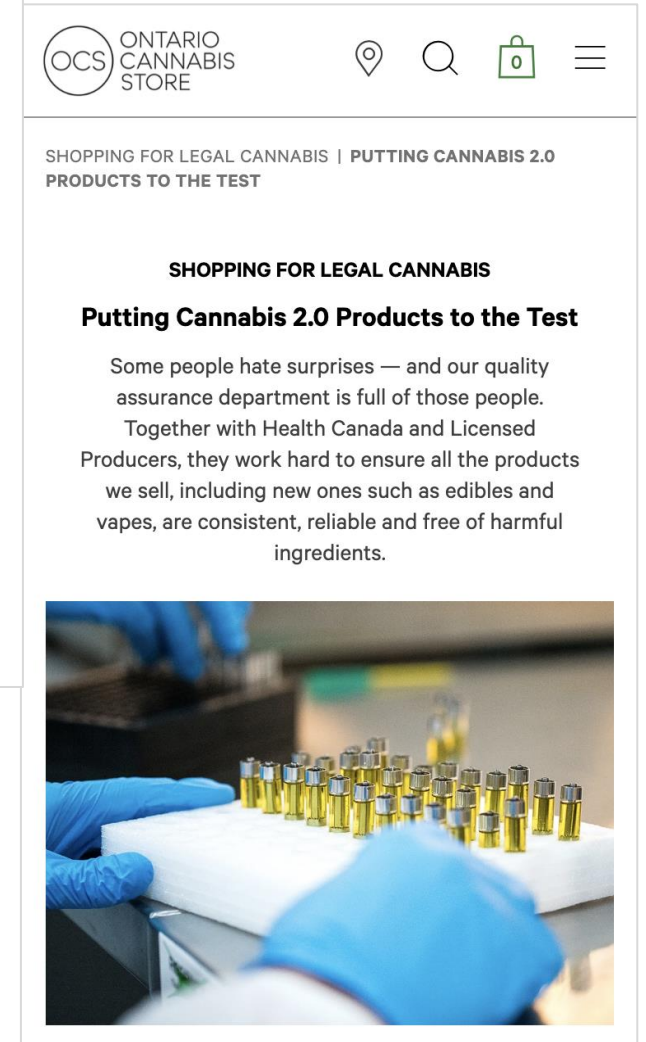
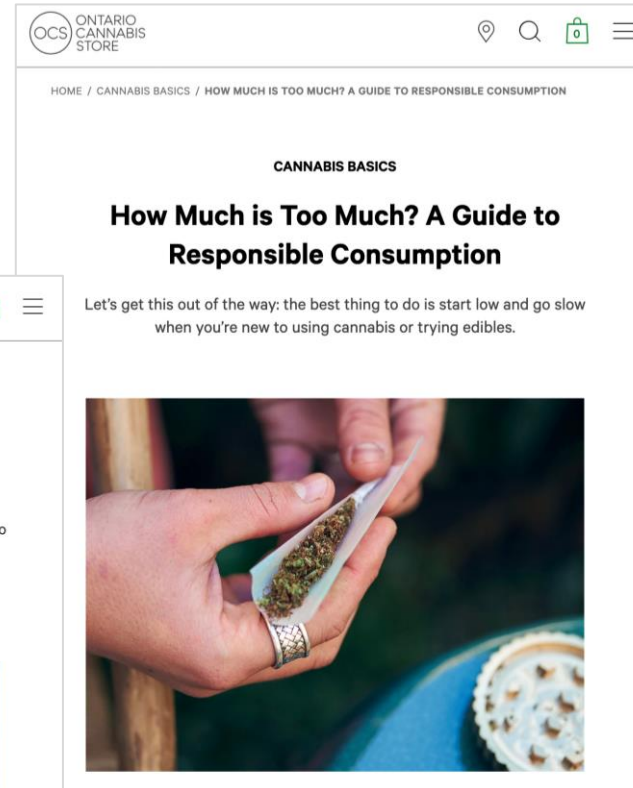
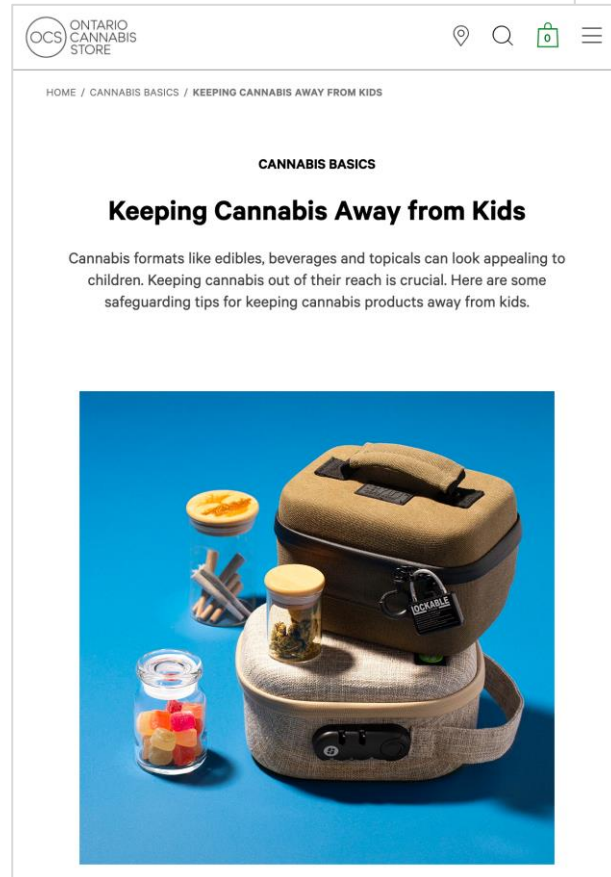


*The OPP have seized over 122,000 illegal cannabis plants across Ontario since the beginning of July.*



# Protect Public Health & Safety

Articles on OCS.ca educate customers and non-customers alike on the importance of cannabis safety



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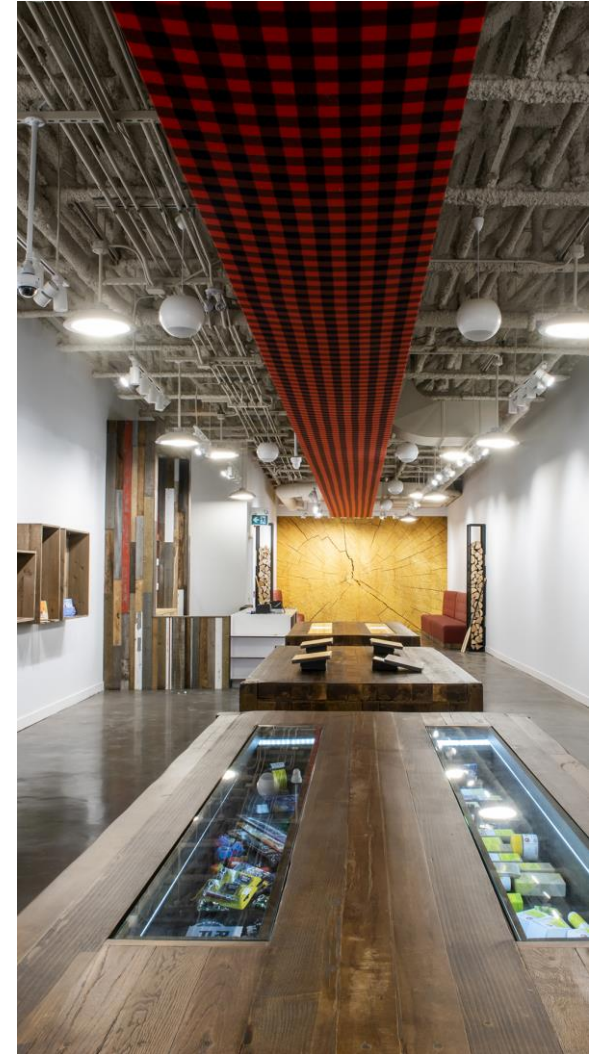


# Protecting Youth

Stores are age-gated restricting access to those only 19 and older

Strict packaging and advertising restrictions to ensure cannabis product is not appealing to youth

Disseminate evidence-informed public education with an emphasis on youth, parents and vulnerable populations



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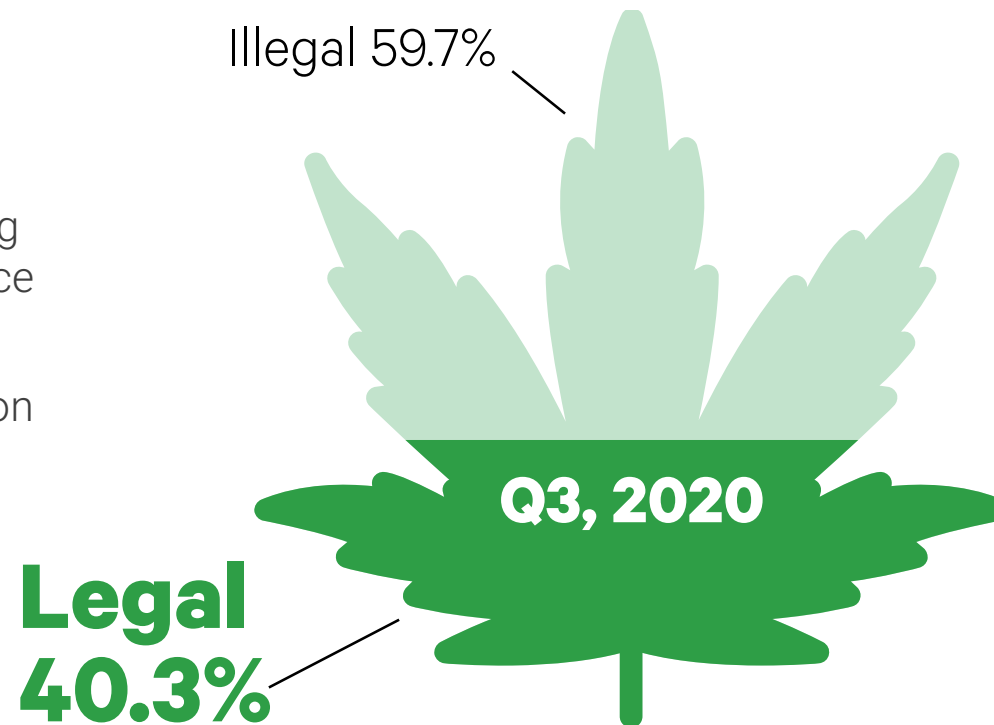
# Reducing the illegal market



Ontario's legal market share has grown consistently since legalization - with hundreds of products and stores coming to the market in 2021 across the province

Increasing legal market share helps everyone achieve the goals of legalization

Through rigorous processes and negotiation, we ensure product selection and pricing are competitive with the illegal market



Q4, 2018  
**4.6%**

Q1, 2019  
**14.1%**

Q2, 2019  
**20.7%**

Q3, 2019  
**21.4%**

Q4, 2019  
**24.7%**

Q1, 2020  
**25.1%**

Q2, 2020  
**36.2%**



**OCS is working with municipalities, public health, police services and community stakeholders to:**

Restrict youth access

Increase public health, awareness and education

Drive down the illegal market